GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5286
ANSWERED ON:22.12.2000
ADVERTISEMENT OF SODA
M.A. KHARABELA SWAIN

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government propose to allow advertisement of Soda on Doordarshan and All India Radio;

(b) if so, the details thereof; and

(c) if not, the reasons therefor?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a)&(b): Existing Code for Commercial Broadcasting does not prohibit advertisement of soda on Doordarshan and All India Radio.

(c): Does not arise.